

BEFORE YOU BUY ANY USED CAR

# OSCAR MAPLES FORD

INVITES YOU TO SEE AND DRIVE THESE

## MEMORIAL DAY SPECIALS

OUR ENTIRE STOCK OF A-1 USED CARS

### MUST BE LIQUIDATED

PRICES SLASHED ON ALL MAKES and MODELS  
DON'T MISS THESE VALUES!

1954 FORD V8 SUNLINER  
Convertible. Ermine white with red and black leather interior and black top. Radio, heater, overdrive and whitewalls. Like new!  
**\$1899**

1953 FORD CUSTOM TUDOR  
All extras including radio, heater, overdrive, whitewalls and sparkling 2-tone finish. Immaculate car!  
**\$1199**

1952 DODGE CORONET SEDAN  
Gleaming maroon finish, radio, heater and gyromatic transmission. You can't beat this low low price!  
**\$799**

1951 PLYMOUTH CLUB COUPE  
Cranbrook model equipped with radio, heater and new whitewalls. Practical grey finish is spotless. A beauty!  
**\$699**

1950 PONTIAC "8" SEDAN  
Chieftain model equipped with radio, heater and hydramatic drive. An ideal family car at a \$5 saving price!  
**\$599**

1949 FORD V8 CLUB COUPE  
Custom model with radio, heater and gas-saving overdrive. Beautiful green finish. What a buy!  
**\$499**

Dependable Transportation Cars  
**\$50 DOWN**

1949 STUDEBAKER CLUB COUPE  
Champion with radio, heater and overdrive.  
1948 OLDSMOBILE 2-DOOR SEDAN  
Has radio, heater and hydramatic.

1949 CHEVROLET CLUB COUPE  
Equipped with radio and heater.  
1946 PLYMOUTH SEDAN  
With radio and heater.

MANY MANY MORE TO CHOOSE FROM  
We Will Sell You A Clean, Late Model Car

RETAIL at WHOLESALE PRICES

See Our Tremendous Selection of the  
FINEST NEW CAR TRADE INS — TODAY!

## OSCAR MAPLES

YOUR FRIENDLY TORRANCE FORD DEALER  
1420 CABRILLO AVE. TORRANCE FA 8-5014

# LINCOLN — MERCURY

Just Traded For A  
1955 THUNDERBIRD

Sea Mist green finish, power windows, 4-way power seat, radio, heater, Fordomatic, tubeless whitewall tires. Carries a new car guarantee.

COST \$4450

NOW \$3850

'54 Plymouth

'54 Lincoln

STATION WAGON. All metal body. Radio, heater, automatic drive. Only 14,000 miles. Here's utility plus pleasure car comfort. Like new!

**\$1995**

Ermine white Capri Coupe. All leather upholstery, power steering, power seat, power windows, radio, heater, tubeless whitewalls. New car guarantee. Cost \$5700 6 months ago. Now only—

**\$3595**

55 MORE TO CHOOSE FROM

60 DAY VOLUME SALE!

IT'S STILL GOING

WHY WAIT? You Can Own a '55 Mercury for

ONLY \$398 DOWN  
DELIVERED IN TORRANCE

\$69 MONTH FOR 30 MONTHS  
NO PICKUP PAYMENTS EITHER

NO STRINGS ATTACHED — We Are After VOLUME  
And Still Are The HIGHEST TRADERS In Torrance

2 BIG LOCATIONS

Showrooms—1336 Post Ave Next to Bank of America FA 8-3142  
Biggest Used Car Lot In Town—1311 Cabrillo Ave. FA 8-6644

"SOUTH SHORE"

# LINCOLN — MERCURY

# B-U-T-L-E-R B-U-I-C-K

In

## TORRANCE

CAN AND WILL DELIVER TO YOU

A BRAND NEW

## 1955 BUICK RIVERIA HARDTOP

FOR ONLY

**\$299 Down**

Includes The Sensational New Dynaflo radio, heater, etc.

AT

# B-U-T-L-E-R B-U-I-C-K

2084 TORRANCE BLVD.

Corner of Cravens

FA 8-6272

## GROUCHO SAYS:

"WHAT IS YOUR BEST DEAL?"

We've been on radio and television for the De Soto - Plymouth Dealers for a good many years, and you folks seem to like our shows. We try to give you good entertainment and to do a bang up selling job for our sponsors. If I do say so myself, everybody knows that Groucho sells De Soto!

BUT THERE'S SOMETHING ELSE, TOO, FOLKS!  
WE'VE NEVER RESORTED TO

PHONY ADVERTISING

We give you the facts and tell you to go to your De Soto Dealer and see for yourself! Everywhere you go today you hear false, fictitious claims. "Go see Joe for the Best Deal — Nothing Down — Hundreds of Dollars more for your car, etc." You've heard them all!

I KNOW IT'S ALL BUNKO

And I think most of you do. But as Barnum said, "There's a sucker born every minute." Just be sure you're not that sucker!

Why is it everybody thinks they have to go away from home to get a good deal? And what do people mean when they say a good deal?

## The National Automobile Dealers Association

Has established the following principles to guide it's members:

1. To price our products and services fairly, based upon our costs, plus a reasonable profit.
2. To allow fair and reasonable prices for used vehicles offered in trade.
3. To properly inspect and service all vehicles before delivery to our customers.
4. To provide facilities, personnel and stock of replacement parts adequate to properly service the vehicle we sell.
5. To accurately represent and advertise our merchandise and services.
6. To furnish the lowest finance and insurance charges consistent with sound business.

THESE PRINCIPLES ARE WORTH MORE TO YOU THAN  
ALL THE PHONEY OFFERS IN THE WORLD!

So I suggest, folks, before you buy, see WHITTLESEY MOTORS, Your local DE SOTO - PLYMOUTH DEALER, who subscribes to these principles of sound business ethics.

"THAT'S YOUR BEST DEAL"

## WHITTLESEY MOTORS

1600 Cabrillo Ave Torrance FA 8-6161

Oldest DE SOTO - PLYMOUTH DEALER In So. Bay Area  
FACTORY AUTHORIZED SERVICE ON ALL CHRYSLER PRODUCTS  
COMPLETE BODY & PAINT DEPARTMENT